

PRESS RELEASE

Product and territory: stars of the twelfth Olio Capitale event

*12,000 visitors, a rise in visitors from other regions and professionals
Over 280 attendees a day at the Cookery School*

The twelfth Olio Capitale event closes, with Trieste reconfirmed as the meeting and comparison place for olive-growing Italy. Once again this year, the top quality extra-virgin olive oil exhibition organised by Aries – Special Agency of Venezia Giulia Chamber of Commerce with the collaboration of the Città dell'Olio Association, has maintained the previous event's turnover, with around **12,000 visitors** from the general public and trade operators. **Increased presence, however, of both trade visitors and visitors from other regions, with a more substantial presence from Austria and Veneto.**

The importance **of investing in quality and the value of territoriality** was the focus of the event, especially at the various review sessions held over the four days of the fair. Being able to add value to Italian extra-virgin oil, as a complex product that also encapsulates its production territory's history and tradition, is key for reversing the negative trend affecting Italian extra-virgin olive oil exports over the past year. "ISTAT data on Italian foreign trade in the first nine months of 2017 show a rather significant setback in exports (-17%)," notes **Antonio Paoletti**, Venezia Giulia Chamber of Commerce president. "That is why it is even more important to **emphasise adding value** to what makes us unique. The excellence of "Made in Italy" has a story to tell and a culture, as well as high quality standards in the strict sense of the word. And it is here that we can stand out. Continuing to emphasise quality, without being misled by the easy way of low-quality, low-cost products".

"Olio Capitale is confirmed as a not-to-miss occasion for Città dell'Olio producers, who this year have once again responded enthusiastically to our invitation to be in Trieste with their excellence," said **Enrico Lupi**, Città dell'Olio National Association president. "At this twelfth event we wanted to focus on an extremely topical theme: **the link between product and territory**, by talking about the olive-growing landscape as the identity value that "certifies" the product and allows even small firms to find their own place on the international market, by focusing not only on quality but also on the beauty and richness of the landscape the product is an expression of."

Confirmation that Olio Capitale is a showcase of all olive-growing Italy, where territoriality and even small, high-quality productions achieve worldwide visibility, comes from **Yukari Yonehara, a Japanese buyer** whose "Casa Angelina" brings Italian agrifood goodness to Tokyo. "We were seeking a product not yet known on the Japanese market, that is already familiar with extra-virgin oils from Italy's main production regions. This time we were looking for an "original" product. **Here at Olio Capitale we have discovered that even the "less famous" regions produce excellent products.** We were very impressed."

Over 280 attendees a day at the Cookery School that alternated showcooking sessions by top chefs and famous names, thanks to the collaboration of **FIPE Trieste** and the "Flavours of Our Territory" workshops by **Despar**, as well as **Consorzio di Tutela Vini del Collio** ensuring the dishes were coupled with a glass of excellent wine.

Excellent results also for the Olio Capitale Competition, with 303 oils competing and the introduction of new special mentions this year.

The Competition saw Sardinian oils excel: "Fruttato Fois" from "**Accademia Olearia**" won the best light fruity prize but **Azienda Agricola Sebastiano Fadda's "Luna nera di Oliena"** was the real superstar. As well as winning the best medium fruity prize, it was also awarded the special mention of the Restaurateurs Jury, that of the People's Jury, and finally the Ex Albis Ulivis mention.

The best intense fruity prize went abroad, on the other hand, to **Slovenia** for "Itrana extra-virgin olive oil" from the "**Vanja Dujc**" firm of Koper/Capodistria. **Apulian "Mimi Coratina" from Azienda Agricola Donato**

Conserva won the favour of the Tasters Jury and their mention, while “Colle Giglio” from **Azienda Agricola Federico Marocca** in **Lazio** won the new “Young” mention. The “**Credit-Agricole-Friuladria**” mention for the best extra-virgin oil from Nord-East went to “Le Creve Garda DOP” from “**Le Creve di Paolo Forelli**”.

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